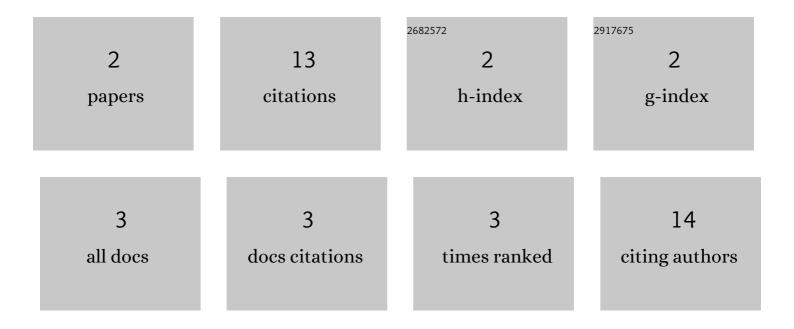
John F Tanner Jr

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/7917777/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	The state of business to business marketing research. Journal of Marketing Theory and Practice, 2021, 29, 92-100.	4.3	7
2	Salespeople, Fairness, and Buyer Satisfaction: What about Emotions?. Journal of Business-to-Business Marketing, 2017, 24, 221-233.	1.5	6